

## ORDER



**Orders**  
**Order / Rev:** 187332  
**Alt Order #:**  
**Product Desc:** Obama for America  
**Estimate:** 2189 Sked B  
**Flight Dates:** 10/24/12 - 11/06/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** GMMB Inc.  
**Buying Contact:** Kristen Keuleman  
**Billing Contact:**  
 1010 Wisconsin Ave, NW  
 Washington DC, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** President/Obama (D)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** P1  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** MAJ  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	13	\$19,725.00	\$16,766.25
10/29/12	11/05/12	16	\$34,450.00	\$29,282.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$19,725.00	\$16,766.25	0.00
November 2012	16	\$34,450.00	\$29,282.50	0.00
<b>Totals</b>	<b>29</b>	<b>\$54,175.00</b>	<b>\$46,048.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/29/12	11/05/12	ABC Mon A Dancing With The Stars	CA	7P-9P	M- - - - -	:30	1	\$9,000.00	P2	0.00	NM	2	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	M- - - - -		1				\$9,000.00		0.00			
		Week: 10/30/12	11/05/12	M- - - - -		1				\$9,000.00		0.00			
N 2	KMGH	10/24/12	10/31/12	Suburgatory Suburgatory	CA	830P-9P	- - W- - - -	:30	1	\$6,750.00	P1	0.00	NM	2	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	- - W- - - -		1				\$6,750.00		0.00			
		Week: 10/30/12	11/05/12	- - W- - - -		1				\$6,750.00		0.00			
N 3	KMGH	10/25/12	10/25/12	ABC Thurs B ABC Thurs B	CA	8P-9P	- - - T- - -	:30	1	\$11,000.00	P1	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	- - - T- - -		1				\$11,000.00		0.00			
N 4	KMGH	11/01/12	11/01/12	Country Music Awards Country Music Awards	CA	7P-10P	- - - T- - -	:30	1	\$7,500.00	P2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	- - - T- - -		1				\$7,500.00		0.00			
N 5	KMGH	10/24/12	11/05/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A	MTWTF- -	:30	10	\$225.00	P3	0.00	NM	15	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	M- WTF- -		10				\$225.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF- -		5				\$225.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KMGH	10/24/12	11/05/12	M-F 12:07A (M-F) M-F 1207AM (M-F)	CA	12:07A-12:37A	MTWTF--	:30	5	\$100.00	P3	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	M-WTF--		5		\$100.00		0.00					
		Week: 10/30/12	11/05/12	MTWTF--		3		\$100.00		0.00					
Totals														29	\$54,175.00